

# Convention Center Area Strategic Development Plan

## Guide for Development

- Framework for Recommendations



Stull and Lee Inc. with  
Abt Associates, Inc.  
Economics Research Associates  
Mary Means & Associates

## VISION AND PLACE



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## RETAIL

1. Reinforce traditional patterns of commercial development.
2. Create hierarchy of retail use with primary neighborhood center, secondary neighborhood center, and corner stores.
3. Locate retail in areas already zoned for commercial development.
4. Position retail to create a unified identity for the community.

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## RESIDENTIAL

1. Reinforce existing patterns of residential types.
2. Create greater concentrations of housing in areas already zoned for greater density, in areas with good access to mass transit, and in retail corridors.
3. Create opportunities for new development to include affordable housing.
4. Create developable lots suitable for multiple-unit buildings.

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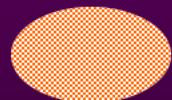
## PUBLIC REALM

1. Reinforce a clear street hierarchy.
2. De-mark transition areas between neighborhoods and destination areas.
3. Establish a network between parks and open space.
4. Accommodate additional recreational activities in existing parks and recreation centers.
5. Enforce design guidelines for new development in and around the historic districts.
6. Plan for inclusion of Heritage Tourism.

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Primary Retail



Secondary Retail



Housing Site



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## PREFERRED PLAN

